

Message Text

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ACTION EA-07

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R 090205Z APR 74

FM AMCONSUL SYDNEY

TO SECSTATE WASHDC 5322

INFO AMEMBASSY CANBERRA

USDOC WASHDC

UNCLAS SYDNEY 0716

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: BID REQUEST, TIR: FOOD PROCESSING AND
PACKAGING EQUIPMENT

REF : STATE A-1665

SUMMARY:

POST RECEIVED FIVE BIDS ON SUBJECT TIR. THOSE
SUBMITTING SINGLE COUNTRY BIDS ARE PEAT MARWICK AND
MITCHELL, PRICE WATERHOUSE ASSOCIATES, BUSINESS
INTERNATIONAL RESEARCH, P.A. MANAGEMENT CONSULTANTS,
AND FELL & STARKEY. ALL FIRMS APPEAR CAPABLE OF
COMPLETING SATISFACTORY TIR, ALTHOUGH PREVIOUS TIR BY
BUSINESS INTERNATIONAL RESEARCH HAS YET TO BE ACCEPTED
BY COMMERCE. BID PRICES RANGE FROM DOLLARS US4475 TO
DOLLARS US5250. POST RECOMMENDS ACCEPTANCE OF BID OF
FELL AND STARKEY BECAUSE (1) IT IS THE LOWEST BID,
(2) THE FIRM, ALTHOUGH LACKING IN PRIOR EXPERIENCE
BECAUSE THEY HAVE ONLY RECENTLY ENTERED THE FIELD
OF MARKET RESEARCH, APPEAR TO HAVE AN EXPERIENCED
STAFF CAPABLE OF COMPLETING A SUCCESSFUL TIR REPORT
AND (3) IT WILL ENSURE MORE COMPETITIVE CONDITIONS
FOR FUTURE TIR IN AUSTRALIA. END SUMMARY.

A. PEAT, MARWICK, MITCHELL & CO.

A-1 AUSTRALIA

A-2 DOLLARS A3025 AND DOLLARS US4475

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A-3 INDUSTRY INTERVIEWS, 17 PERSONAL, 6 TELEPHONE

TRADE ASSOCIATION AND JOURNALS, 5 PERSONAL, 3 TELEPHONE
END USERS, 17 PERSONAL, 10 TELEPHONE
TOTAL 58, 39 PERSONAL, 19 TELEPHONE.

A-5 (A) WORLD WIDE STUDY ON RETAIL FACTORS AFFECTING
PACKAGING, PRESENTATION AND DISTRIBUTION OF
PACKAGED FROZEN FOODS.

(B) IDENTIFICATION OF A LICENSEE FOR A US
PHARMACEUTICAL MANUFACTURER.

(C) STUDY ON FORWARD TRENDS IN THE FOOTWEAR MARKET
FOR A BRITISH FOOTWEAR MANUFACTURER.

(D) TIR STUDY ON PRINTING AND GRAPHIC ARTS.

(E) SURVEY OF MARKETS FOR EDUCATIONAL, TELEVISION
AND COMMERCIAL EXHIBITIONS OF FILMS.

(F) EVALUATION OF THE STATE-OF-THE-ART IN THE
TREATMENT OF A MAJOR GROUP OF DISEASES FOR A
EUROPEAN PHARMACEUTICAL MANUFACTURER.

B. PRICE WATERHOUSE ASSOCIATES

B-1 AUSTRALIA

B-2 DOLLARS A3020 AND DOLLARS US4500

B-3 MANUFACTURERS AGENTS, IMPORTERS, DISTRIBUTORS, 10
MANUFACTURING, ASSEMBLING & ENGINEERING FIRMS, 8
PRINCIPAL END USERS 20

GOVERNMENT 4

ASSOCIATIONS 5

B-5 (A) STUDY OF AVAILABILITY, PRICE AND SERVICE FOR
PROCESSING AND PACKAGING EQUIPMENT IN THE DISTILLERY
INDUSTRY.

(B) STUDY IN FIELD OF QUICK FREEZING EQUIPMENT.

(C) BI-YEARLY SYNDICATED STUDY OF THE CATERING
INDUSTRY.

(D) TIR ON PROCESS CONTROL INSTRUMENTATION.

(E) COMPANIES CONSULTED IN PAST INCLUDE ALL
STATES FOODS, BOWATER SCOTT, COMMONWEALTH
INDUSTRIAL GASES, HYGIENIC-LILY, NESTLES, AND
SOUTHERN FARMERS COOPERATIVE.

C. BUSINESS INTERNATIONAL RESEARCH

C-1 AUSTRALIA

C-2 DOLLARS A3222 AND DOLLARS US4800

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C-3 20 TO 40 INTERVIEWS WITH GOVERNMENT OFFICIALS,
SALES REPRESENTATIVES AND DISTRIBUTORS, DOMESTIC
MANUFACTURERS OF FPP, AND USERS, AND OTHERS. (NO
BREAKDOWN GIVEN IN BID).

C-5 QUOTE BUSINESS INTERNATIONAL HAS NOT UNDERTAKEN
ANY RECENT SURVEYS IN THE ASIA/PACIFIC REGION.
IT HAS DONE RESEARCH IN OTHER REGIONS FOR SUCH
OTHER COMPANIES AS FMC, A BUSINESS INTERNATIONAL

CLIENT. UNQUOTE.

D. P.A. MANAGEMENT CONSULTANTS PTY. LIMITED

D-1 AUSTRALIA

D-2 DOLLARS A3500 AND DOLLARS US5250. (POST
CONVERSION AT DOLLARS 1.50)

D-3 A MINIMUM OF FORTY INTERVIEWS WITH LOCAL AGENTS FOR OVERSEAS
SUPPLIERS, GOVERNMENT DEPARTMENTS' TRADE
ASSOCIATIONS AND OTHER INTERESTED PARTIES OR
ORGANIZATIONS.

D-5 NONE INDICATED IN BID.

E. FELL AND STARKEY, CHARTERED ACCOUNTANTS.

E-1 AUSTRALIA

E-2 DOLLARS A3000 AND DOLLARS US4500.

E-3 SUPPLIERS OF FOOD PROCESSING EQUIPMENT 3
SUPPLIERS OF FOOD PACKAGING EQUIPMENT 3

TRADE ASSOCIATIONS 1

END USERS 24

TOTAL, AT LEAST 31.

E-5 NONE.

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